

Message Text

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AMEMBASSY BELGRADE

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E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: BIOMEDICAL TRADE MISSION: ZAGREB SCHEDULE

REF: BELGRADE 0774

FOR CARTERON DIBA/OIM/SAD

1. IN MAKING FINAL PLANS, FOLLOWING QUESTIONS HAVE ARISEN
CONCERNING 0900-1130 PORTION MARCH 27 PROGRAM:

A. HAVE MISSION MEMBERS BEEN PROVIDED STRICT TIME LIMIT
GUIDANCE FOR THEIR PRESENTATIONS? WILL THOSE NOT PLANNING
BRING AUDIO-VISUAL AIDS NOW WISH RECONSIDER? WE SUGGEST
12-15 MINUTE LIMIT, PERHAPS REDUCING PRESENTATIONS PORTION
PROGRAM TO TWO HOURS (I.E. ENDING 1100 VICE 1130), TO BE
FOLLOWED BY BREAK AND INDIVIDUAL DISCUSSIONS.

B. CONNECTION FOREGOING, WOULD MISSION PREFER SIMULTANEOUS
VICE CONSECUTIVE INTERPRETATION FOR MARCH 27 MORNING PROGRAM?
AT LEAST TWICE AS MUCH SUBSTANCE CAN BE COVERED IN SAME PERIOD
TIME. POST CAN ARRANGE FOR ADDITIONAL COST DOLS 90-100.
PLEASE ADVISE SOONEST.

2. BECAUSE OF UNAVAILABILITY ADEQUATE SPACE CROATIAN MINISTRY
OF HEALTH MARCH 27, WE PLAN SWITCH SITE THAT DAY'S PROGRAM TO
ADMINISTRATION BUILDING ZAGREB INTERNATIONAL FAIR, WHICH WILL
MAKE EXCELLENT FACILITIES AVAILABLE TO MISSION AT NO CHARGE.

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FAIR MANAGEMENT, WHICH PLANNING SPONSOR MAJOR MEDICAL EQUIPMENT

EXHIBITION JUNE 1975 CONJUNCTION WORLD HOSPITAL CONGRESS
APPRECIATES OPPORTUNITY MAKE ITS SERVICES KNOWN AMERICAN FIRMS;
WILL ALSO PROVIDE COFFEE, JUICES, OTHER SOFT DRINKS GRATIS.
WE ALSO CONSIDER IT ADVISABLE SERVE LIGHT SANDWICHES AT 11:00
BREAK AT MISSION EXPENSE.

3. LJUBLJANA PROGRAM: BASIS DISCUSSION MARCH 1 BETWEEN VON
DEN STEINEN AND SLOVENIAN OFFICIALS, FOLLOWING TENTATIVE SCHEDULE
MARCH 28:

0730: MISSION DEPARTS HOTEL ESPLANADE BY MINI-BUS
ACCOMPANIED BY VON DEN STEINEN AND FSL ANA MATANIC (SLOVENIAN
SPEAKER). ARRIVAL LJUBLJANA CIRCA 0945.

1000: MEETING BEGINS AT ASSOCIATION SLOVENIAN MEDICAL
INSTITUTIONS WHOSE OFFICES ADJOIN LJUBLJANA MEDICAL CENTER.
INTRODUCTORY REMARKS BY ASSOCIATION SECRETARY GENERAL JURE
VUGA CONCERNING SLOVENIAN MEDICAL EQUIPMENT MARKET FOLLOWING
WHICH EACH COMPANY BRIEFLY INTRODUCES ITSELF. NO AUDIO-
VISUAL DESIRED.

ABOUT 10:40 MEETING DIVIDES INFORMALLY INTO PRODUCT DISCUSSION
GROUPS.

12:00 MISSION MEMBERS, ESCORTED BY APPROPRIATE SLOVENIAN
SPECIALISTS, MAKE INDIVIDUAL VISITS TO PERTINENT SECTIONS
LJUBLJANA MEDICAL CENTER. POSSIBLE EXCEPTION TO FOREGOING--
SEARLE MEDI-DATA-- FOR WHOM SPECIAL MEETING PLANNED WITH ADP
SPECIALISTS WHO CURRENTLY INVOLVED STUDYING POSSIBLE APPLI-
CATIONS CONTROL DATA CDC-72 COMPUTER (NOW INSTALLED LJUBLJANA)
FOR MEDICAL CENTER. (COMMENT: POTENTIAL MARKET HERE FOR
COMPATIBLE PERIPHERALS, SOFTWARE ETC. SIMILAR INTEREST
EXISTS ZAGREB WHERE CENTRAL COMPUTER WILL BE UNIVAC 1110).

1345: GROUP REASSEMBLES LJUBLJANA RESTAURANT FOR INFORMAL
AMERICAN "DUTCH TREAT" WORKING LUNCHEON - AT WHICH MISSION
MIGHT HOST PERHAPS 8-10 SLOVENIAN CONTACTS ON PRO-RATED
BASIS. TABLES COULD BE SET UP INDIVIDUALLY FOR COMPANIES
AS DESIRED. FOLLOWING LUNCHEON, RETURN TO ZAGREB, ARRIVAL
ESPLANADE BY 1800.

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5. REGARDING MARCH 29 PROGRAM, WE WOULD LIKE TO ADD AT 1300
WORKING LUNCHEON AT VON DEN STEINEN RESIDENCE TO WHICH MISSION
AND KEY CROATIAN CONTACTS WOULD BE INVITED.

6. ZAGREB EXPENSES: BASIS OUR EXPERIENCE PAST TRADE MISSIONS,
BELIEVE EXPENDITURE CITED PARA 1B FOR SIMULTANEOUS TRANSLATION
EQUIPMENT WOULD BE VERY COST BENEFICIAL. ADDITIONAL AVAILABILITY

DOLS 60 IN REPRESENTATION BUDGET (TO BRING THAT TO DOLS 300)
DESIRABLE IF AVAILABLE. WE, HOWEVER, PREPARED COVER IF FUNDS
PRESENTLY BUDGETED FALL SHORT.
WILSON

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